

ORDER



KLAS

Orders
Order / Rev: 36979
Alt Order #: 08849282
Product Desc: Issue
Estimate: 1615
Flight Dates: 08/15/12 - 08/22/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	15	\$16,800.00	\$14,280.00
08/27/12	08/28/12	1	\$800.00	\$680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$16,800.00	\$14,280.00	0.00
September 2012	1	\$800.00	\$680.00	0.00
Totals	16	\$17,600.00	\$14,960.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	12%	\$17,600.00
Market	100%	\$146,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	23%	\$33,733.33
KTUD	1%	\$1,466.67
KVBC	0%	\$0.00
KVVU	23%	\$33,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/15/12	08/21/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--			2			\$1,200.00		0.00			
E 2	8	08/15/12	08/21/12		CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning 7-9a										
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--				2	\$1,200.00		0.00			
E 3	8	08/22/12	08/28/12	CBS This Morning 7-9a CM	7-9a	MTW----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----				1	\$1,200.00		0.00			
E 4	8	08/15/12	08/21/12	Live w/Kelly CM	9-10a	MTWTF--	:30	3	\$800.00	LV1	0.00	NM	3	\$2,400.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--				3	\$800.00		0.00			
E 5	8	08/22/12	08/28/12	Live w/Kelly CM	9-10a	MTW----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----				1	\$800.00		0.00			
E 6	8	08/15/12	08/21/12	8 News Now Noon M-F CM	12-1230p	MTWTF--	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--				2	\$1,100.00		0.00			
E 7	8	08/18/12	08/18/12	Politics Now S Sebelius CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				Politics Now S Sebelius	(5:30 PM-6:00 PM)									
				POLITICS NOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$1,000.00		0.00			
E 8	8	08/15/12	08/21/12	8 News Now 4p M-F CM	4-5p	MTWTF--	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00
				8 News Now 4p M-F										
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--				3	\$1,300.00		0.00			
E 9	8	08/22/12	08/28/12	8 News Now 4p M-F CM	4-5p	MTW----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				8 News Now 4p M-F										
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----				1	\$1,300.00		0.00			
												Totals	16	\$17,600.00